

*PARKING  
MATTERS*



# Parking Master Plan and Implementation Strategy

Traffic Safety Council

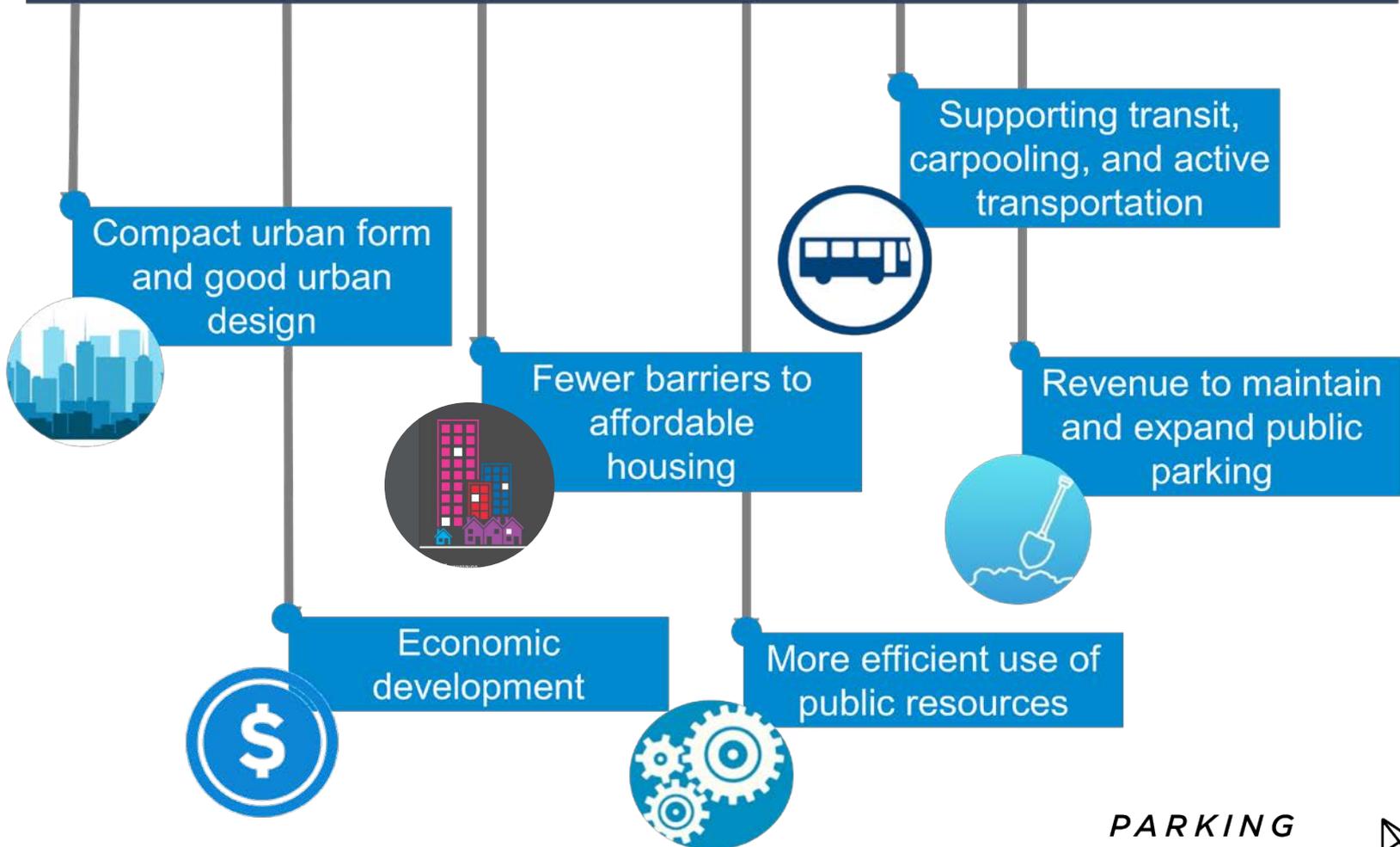
October 27, 2021

# PURPOSE

Parking is a valuable resource in Mississauga. Nearly 15% of the City's land mass is covered in surface parking, not including roads and driveways. The Parking Master Plan and Implementation Strategy will seek Council endorsement on a comprehensive set of recommendations to improve how we provide and manage this resource in future, including on-street, off-street, public and private parking.



# EFFECTIVE PARKING MANAGEMENT MEANS...



# Consultation Strategies



**Internally**

Transportation Master Plan  
TDM Strategy  
Lakeshore Connecting Communities

Cycling Master Plan  
Smart Cities Master Plan

# HIGHLIGHTS

## Consultation Themes

1

### Location

Location, land-use and overall vision should influence parking provision

3

### Enforcement

Consistency and frequency of enforcement is needed City-wide

5

### Context

Context specific considerations need to be explored for unique neighbourhoods

2

### Application

Application of parking standards should be more clearly rationalized

4

### Communication

Effective and tailored communication is needed based on users

6

### Perception

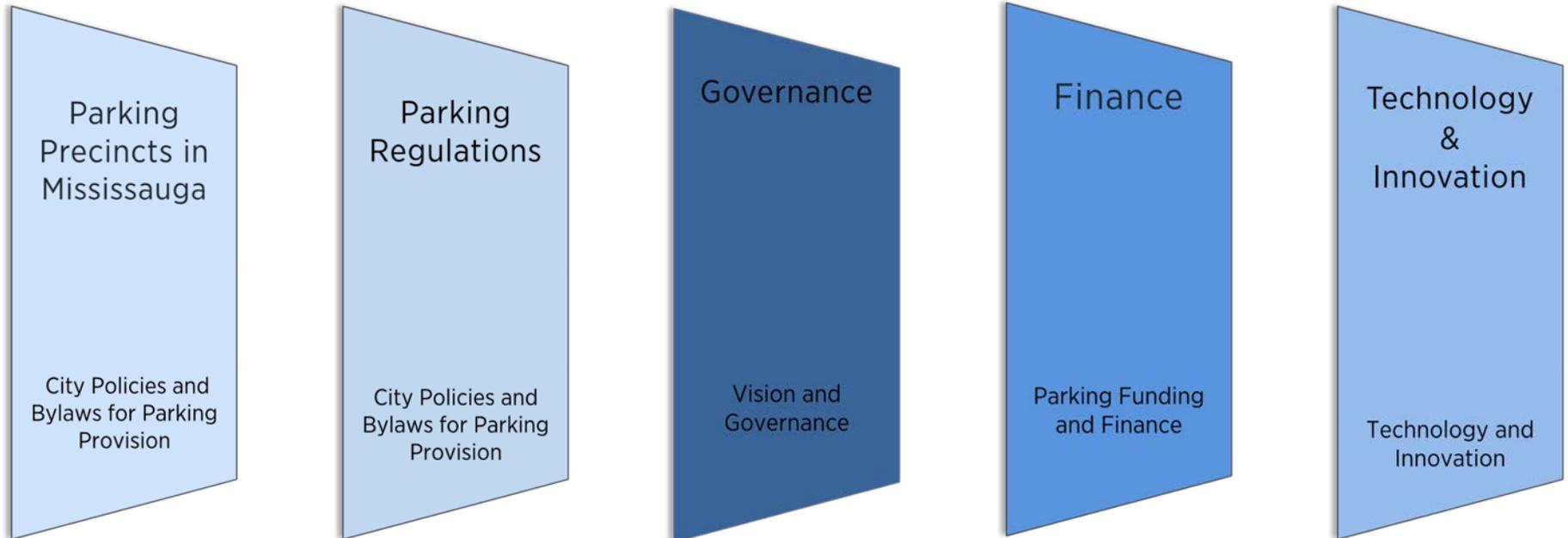
Management of parking perceptions must be proactive

# Key Policy Areas

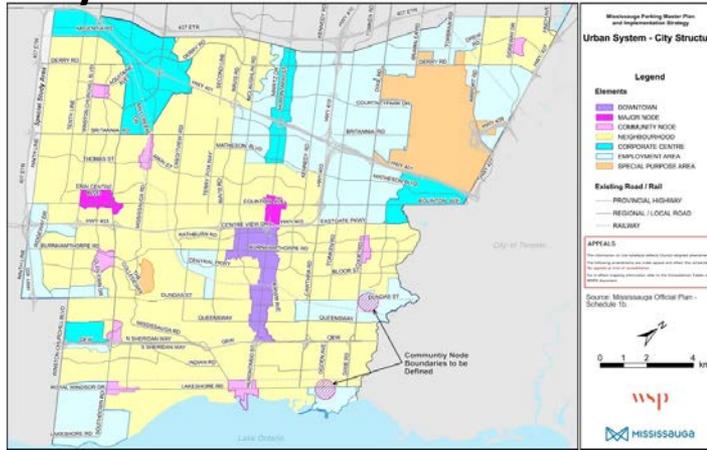
## Policy Areas

1. Vision and Governance
2. City Policies and Bylaws for Parking Provision
3. Parking Demand Management and Outreach
4. Municipal Parking Provision and Management
5. On-Street Permit Parking
6. Parking Funding and Finance
7. Safety and Accessibility
8. Technology and Innovation
9. Plate-Based Enforcement
10. Green Initiatives and Municipal Parking

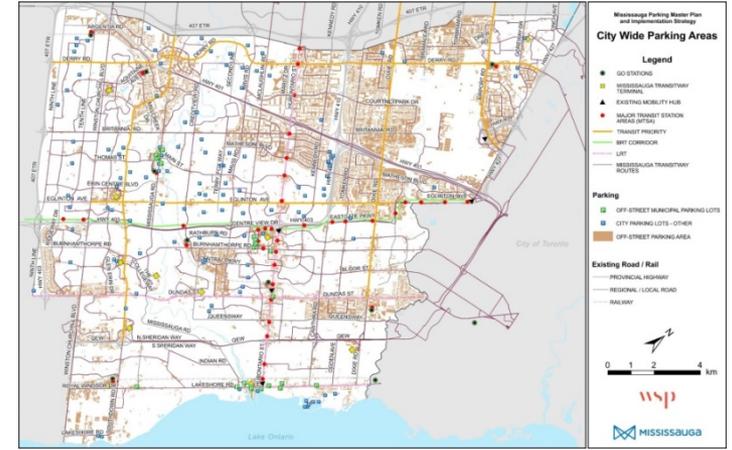
# CORE RECOMMENDATION AREAS



### City Structure



### Public Parking Facilities

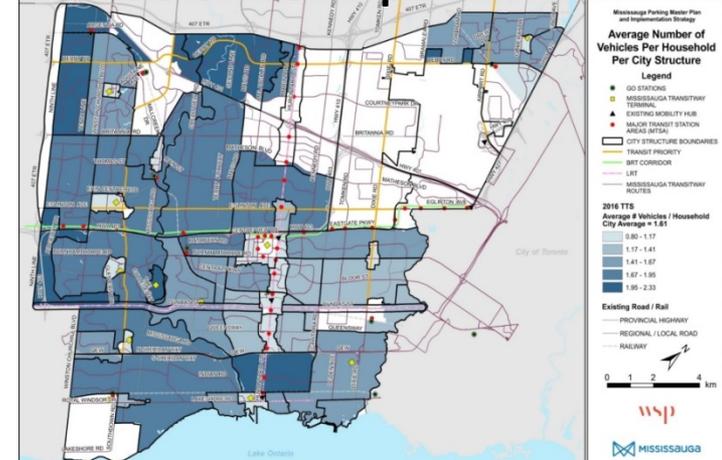


Parking Precincts

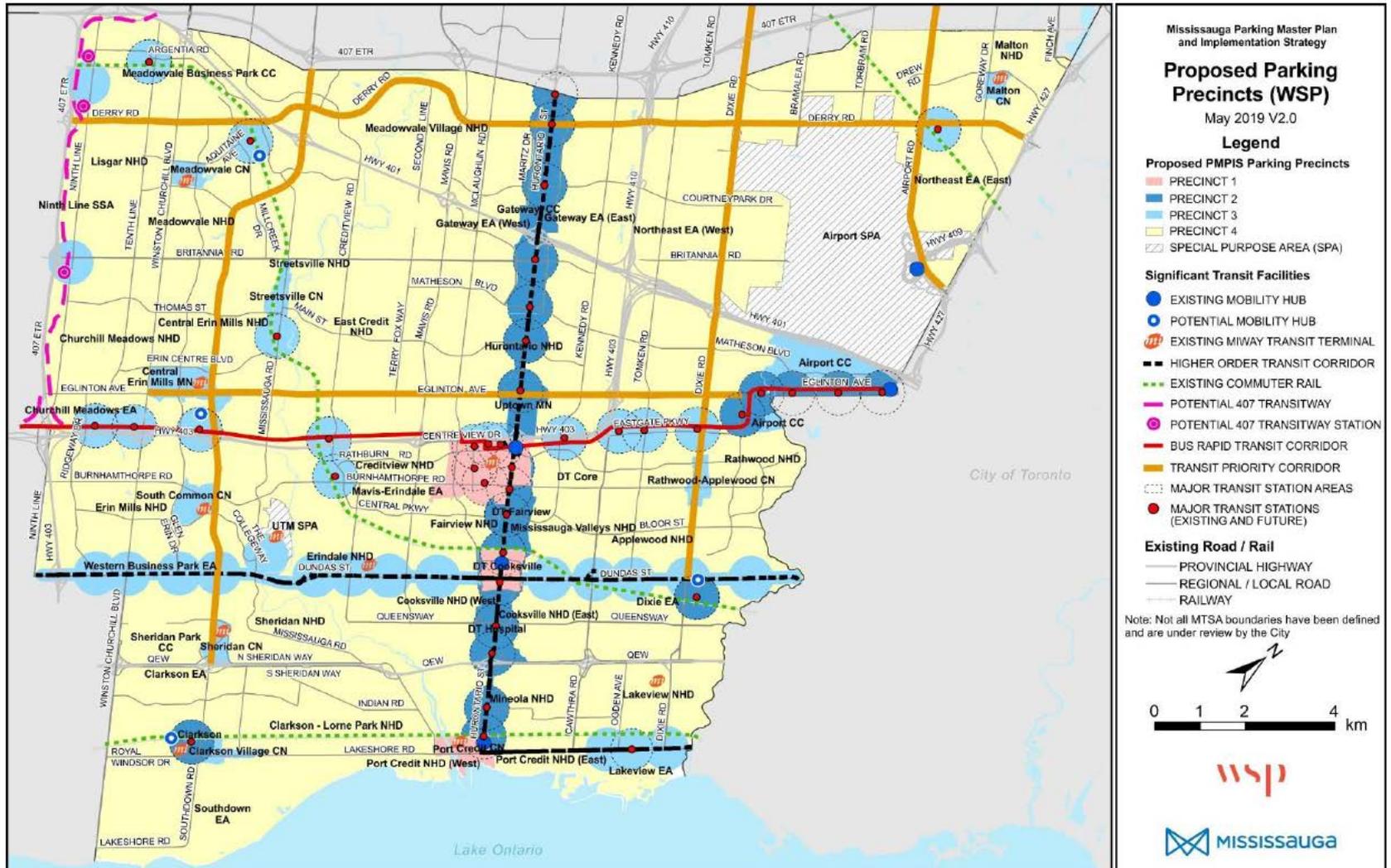
### Transit Accessibility



### Vehicle Ownership



# Core Recommendations

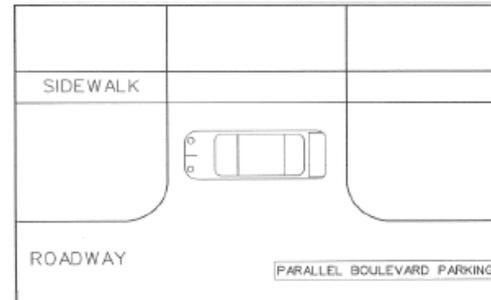
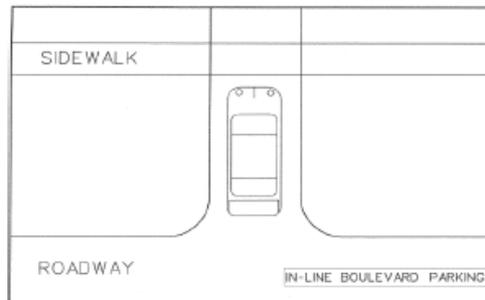


# CORE RECOMMENDATIONS

Parking Regulations



- Parking Requirements
- Parking Permit Program
- Shared Parking
- Bicycle Parking
- Payment-in-Lieu of Parking



Source: Resident Parking Petition, City of Mississauga

# CORE RECOMMENDATIONS

## Governance

- Centralize parking related processes and services
- Municipal Parking Division
  - Parking Operations
  - Parking Planning
  - Parking Enforcement
  - Business Development

# CORE RECOMMENDATIONS

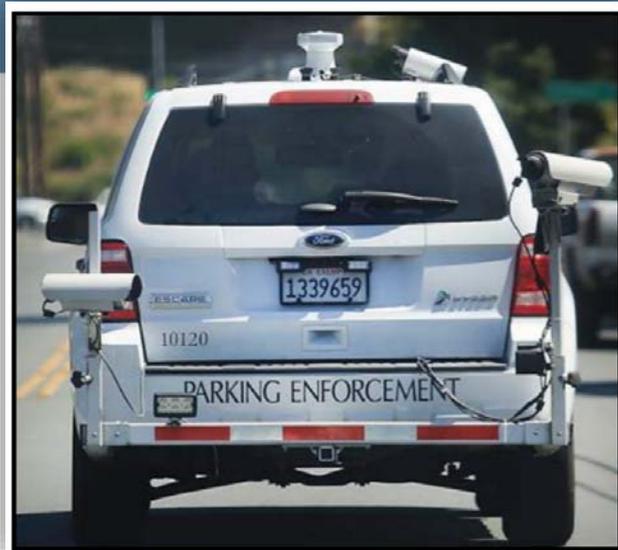
## Finance

- Develop Corporate Funding Policy for parking operations:
  - Revenue-generating parking activities should be funded through parking revenues
  - Non-revenue parking activities should be funded by the property tax base
- Develop a Parking Service Area
- The existing six parking reserve accounts merged into one

# CORE RECOMMENDATIONS

Technology & Innovation

- Digital Permit Platform
- Parking Enforcement Technology
- Data Collection & Management
- Digital Signage and Wayfinding
- Payment Methods



<b>Short-Term (1-2 Years)</b>	<b>Medium-Term (3-5 Years)</b>	<b>Long-Term (5+ Years)</b>
Update Mississauga Parking Requirements in the Zoning By-law	Improve public communication on parking projects and policies	Update the Parking Master Plan
Initiate Review of the City's PIL Program	Curbside Management Study	Lead Capital Project to Construct New Municipal Parking Facilities
Initiate and Implement new Parking Permit and Considerations Platform	Implement Digital Signage and Wayfinding	Conduct review of Precinct Boundaries
Developing New Funding Options	Develop Business Case and Implement Pay-by-Phone	Work with Private Sector to find Opportunities for Shared Parking
Update Shared Parking Standards	Municipal Parking to Review Parking Studies Submitted through Development Applications	
Review Road Occupancy Permits Where Parking is Impacted	Determine New Locations for Paid Parking	
	Full build out of a vertically integrated Parking Division within the City structure	

## PM2 2021

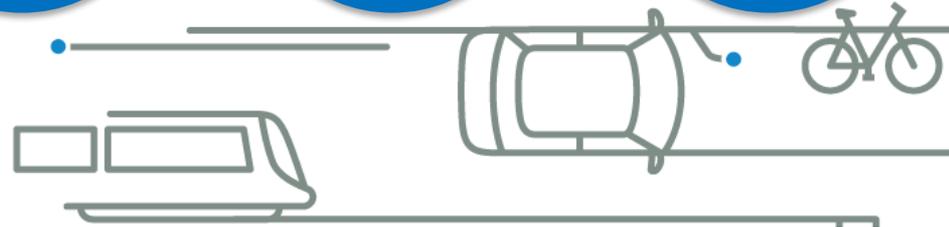
Parking  
Permits &  
Considerations

Lower  
Driveway  
Boulevard  
Parking

PBLP &  
Pay-By-Phone

Parking Fees  
& Dynamic  
Pricing

Digital  
Parking  
Solution



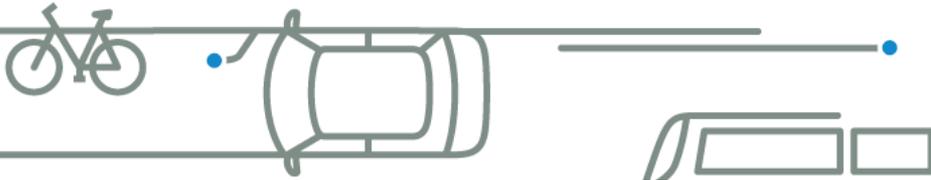
# Parking Permit Review

## Intended benefits

- Increase customer satisfaction
- Creation of new parking spaces
- Reduce parking related costs
- Generate more parking revenue
- Increase affordable housing
- Increase operational efficiency
- Reduce parking infractions
- Enabling Smart Parking Technologies

## Strategic Alignment

- **Move** – impacting resident's choice of mode of transportation
- **Belong** – increased service access through technology
- **Connect** – increased ability for residents to access parking services
- **Prosper** – increased customer service and process efficiency
- **Green** – reduce paper usage



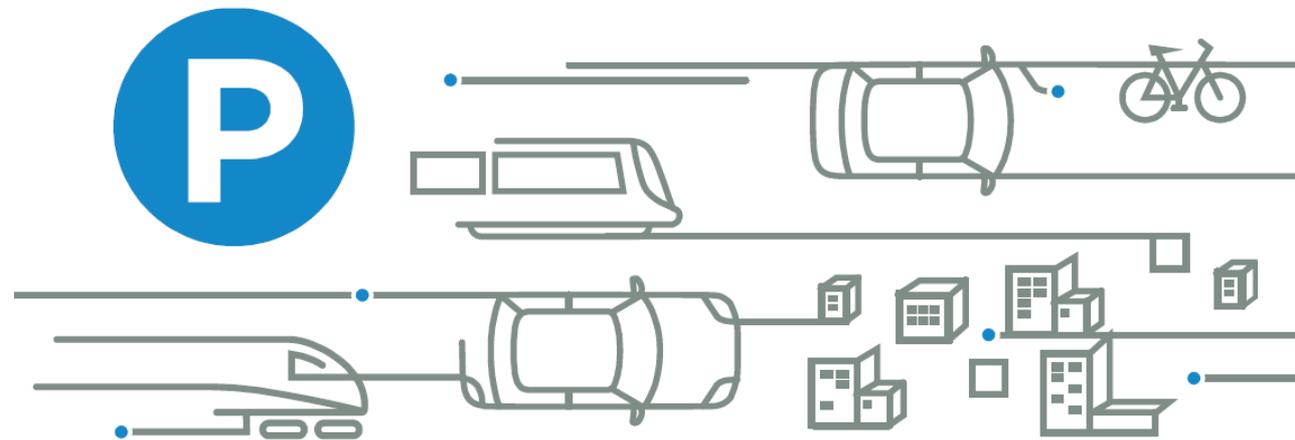
# Thank You!

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